



HED Property
Owners Association
Directors

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Russell Joyner
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TrizecHahn

Nathan Korman
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Rick Beltz
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Chris Bonbright
Whitley Court Partners

Lynda Bybee
MTA

Sam Cole
Roosevelt Hotel
Hollywood

Ed Collins
La Vista Pictures

Donelle Dadigan
Max Factor Bldg.

David Gajda
Hollywood Software

William Hertz
Mann Theatres

Kathy Ketchum
LA Gay & Lesbian
Center

Alan Sieroty
Sieroty Company

John Tronson
Tronson Investment
Group

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Kerry Morrison
Executive Director

November 6, 2003

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Property Owners Association
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TO: Karen Kalfayan
Office of the City Clerk

FROM: Kerry Morrison
Executive Director
Hollywood Entertainment District POA

SUBJECT: Third Quarter
July 1, 2003 – September 30, 2003



As is required in our Agreement with the City of Los Angeles, I am submitting our First Quarter Report to summarize key activities of the Hollywood Entertainment District.

I. Operational Issues

- The Nominating Committee met over the course of the summer and followed the procedure outlined in the HEDPOA bylaws to solicit potential board members. Applications from property owners arrived by the July 31 deadline, and the committee recommended the following individuals to serve: Bill Hertz, Mann Theatres; Ron Radachy, The Oasis; Robert Victor, 7036 Hollywood Blvd.; John Tronson, and Tej Sundher, Hollywood Wax/Guinness World of Records Museum. (Tronson and Hertz are returning for an additional three-year term.) These names will be placed before the HEDPOA Board for election on November 20, 2003.
- Sheila Holincheck, representing the property at 6253 Hollywood Blvd, resigned from the Board in August to take a position at the Max Factor Building.
- The board amended the bylaws to allow the president to appoint professional people (e.g., financial, legal, etc) to the Board to serve in a non-voting advisory capacity.

II. Security

- The Security Committee invited property and business owners in to small

Quarterly Report – Q3 - 2003
Hollywood Entertainment District
Property Owners Association

group meetings about security and public safety issues over the course of the summer. Footbeat 3 area (Cahuenga to Gower) met on July 10 and Footbeat 1 (LaBrea to McCadden) met on September 11. (Footbeat 2, McCadden to Cahuenga met in June.)

- From January 1 through the end of the third quarter, HED Security initiated 710 citizens arrests and 2,549 warnings/contacts.

III Streetscape Issues

- The HEDPOA is a member of a city-wide coalition called CLEAN (Coalition for LA's Enforcement Applied to Newsracks) that is advocating for the city's enforcement of the existing newsrack ordinance in the city of Los Angeles. Coalition-building is underway in preparation for a hearing in front of the council's Public Works Committee on November 12, 2003.

IV Marketing Issues

- HED staff hosted a tour to Pasadena, utilizing the Red Line and the Gold Line on August 26. The purpose was to experience, first-hand, the use of public transportation to travel between the two BIDs. In Pasadena, Maggie Campbell, President of the Old Pasadena BID, presented a tour of the BID which culminated in lunch. Approximately 8 people participated in the experience, and Hollywood will reciprocate once Pasadena is ready to head south.
- HED and Hollywood & Highland organized a news conference on September 24 to announce positive developments coming out of Hollywood. H/H used the opportunity to announce the broadcast of the Ryan Seacrest show from the complex starting in January. The HED took advantage of the presence of the Mayor and the Councilperson to announce positive results reported by the annual economic benchmarking survey conducted by Economics Research Associates (ERA) on behalf of the HED. The ERA results, tracking a variety of economic indicators (e.g., assessed values in the BID, tax revenues, commercial lease rates, cinema volumes, etc.) were also packaged into a press release.

V Other

- The City Council met on August 6 to consider the renewal of the Hollywood Entertainment District for the period 2004-2008. Votes were

Quarterly Report – Q3 - 2003
Hollywood Entertainment District
Property Owners Association

tabulated afterward, and of the ballots returned, nearly 85 percent voted in favor of renewal. The ordinance establishing the BID was passed on August 8, 2003. An informal celebration was held at Boardner's on August 14.

- Kerry Morrison lectured to a class in real estate at Cal State Northridge on July 29. The topic involved the role of BID's in urban revitalization.
- Kerry Morrison testified to the Los Angeles Police Commission on September 9 regarding the negative impact first-amendment related street closures are having on Hollywood businesses and residents.
- Over the course of the summer, the BID was represented at the monthly meeting of the CD-13 Street Closure Advisory Committee, held on the first Thursday of each month. Representing the HED include: Russ Joyner, Ed Collins and Kerry Morrison.
- Kerry Morrison met with representatives from LAUSD in September to discuss ways in which the business community can partner with the two local schools. One of the requirements of the new BID policy adopted by L.A. Unified earlier this year is that LAUSD will pay their BID assessments on properties located in Districts, however, in return, they expect that the community will form an Education Committee to partner on addressing needs of students and schools within a BID. This committee will be implemented in the BID in 2004.